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#5/Prior Art
10/18 PATENT
Attorney Docket No.: 18477-000710US

Assistant Commissioner for Patents
Washington, D.C. 20231

On

May 3, 2001

TOWNSEND and TOWNSEND and CREW LLP

By:

Christa M. Merriam

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JONATHAN KEPECS

Application No.: 09/747,776

Filed: December 22, 2000

For: TECHNIQUES FOR OPTIMIZING
PROMOTION DELIVERY

Examiner: To Be Assigned

Art Unit: 2161

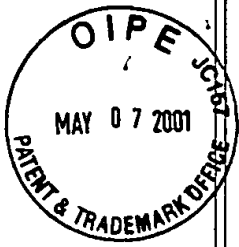
INFORMATION DISCLOSURE
STATEMENT UNDER 37 CFR §1.97 and
§1.98

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

The references cited on attached form SB/08A are being called to the attention of the Examiner. Copies of the references are enclosed. Also enclosed is a copy of the Search/Examination report received for a PCT application corresponding to this application. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR 1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and



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no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement, since it is being submitted prior to the first Office Action. However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,

S. B. Kotwal

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